

## **INTRODUCTION TO SWACHH BHARAT ABHIYAN**

Swachh Bharat Abhiyan, translated as the Clean India Mission, is a nationwide cleanliness and sanitation campaign launched by the Government of India on October 2, 2014. The initiative was spearheaded by Prime Minister Narendra Modi with the goal of achieving a clean and open-defecation-free India by October 2, 2019, to coincide with the 150th birth anniversary of Mahatma Gandhi, the Father of the Nation.

The key objectives of Swachh Bharat Abhiyan include:

1. **Elimination of Open Defecation:** Promoting the construction and use of toilets to eradicate the practice of open defecation, which is a significant public health and sanitation concern.
2. **Solid Waste Management:** Emphasizing proper waste disposal practices and encouraging the segregation of waste into biodegradable and non-biodegradable categories.
3. **Behavioral Change:** Fostering a mindset shift towards cleanliness and hygiene through awareness campaigns, education, and community participation.
4. **Infrastructure Development:** Building sanitation facilities in rural and urban areas, ensuring access to clean drinking water, and promoting better waste management infrastructure.
5. **Public Awareness:** Raising awareness about the importance of sanitation, cleanliness, and hygiene in individual and community well-being.

The Swachh Bharat Abhiyan has witnessed widespread participation from citizens, non-governmental organizations, and various stakeholders across the country. The campaign's success is measured not only by the construction of toilets but also by the sustained adoption of clean and hygienic practices. Swachh Bharat Abhiyan reflects a holistic approach toward transforming India into a cleaner and healthier nation, aligning with Mahatma Gandhi's vision of cleanliness as an integral part of individual and societal well-being.